

**Newark Redevelopment and Housing Authority  
1976 Annual Report**

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Two directions were clearly evident in the Authority's activities during the past year: its growing professionalism and the remarkable diversity of its work in both the redevelopment and housing areas.

The Authority is keenly aware that its primary objective is service to the people. This service takes two paths: providing a good place to live, with all the necessary social and physical amenities, and jobs through the development of commerce and industry.

The assembling of a thoroughly professional staff is the Authority's response to the increasing complexity of its job. Contributing to this complexity are the myriad laws and regulations which govern its operations, the competition for new industry from other communities and the twin national problems of inflation and a continuing sluggish economy. All of these factors require that those who face them every day must be men and women of the highest qualifications, ability and commitment.

As a result, the Authority has either taken on, or has developed within its own staff, a number of top-flight professionals in the areas of administration, law, engineering, architecture, accounting, finance and planning. These people are working with other agencies, community groups, professionals from private industry, construction firms and other organizations to assure an efficient and cost-saving way of handling the Authority's work.

The diverse nature of the Authority's work may be seen in its housing activities. In construction of new units, it is taking start-to-finish responsibility in planning and building in-fill or scattersite housing and new high-rise senior citizen housing.

The diversity of the Authority's work

in the housing field is illustrated by the different kinds of housing being constructed and the methods used to finance and build them. The Authority has major responsibility for the scattersite or in-fill housing program, as well as for a second 10-story building for the elderly soon to rise. It is working on a cooperative basis with community organizations and other governmental agencies in the construction of numerous housing complexes. Architectural styles are as varied as the types of housing being built; they range from low-rise low-density homes to high-rise apartments with balconies and other contemporary amenities.

Another method of providing new housing units in the city is through rehabilitation of sound existing structures and the Authority, together with the Housing Development and Rehabilitation Corporation, is taking an active role in this area.

In the important area of redevelopment, the Authority is working with private developers, the Newark Economic Development Corporation and the New Jersey Economic Development Agency to encourage new industry to locate in the strategically important Meadowlands area of the city.

In all of its activities, the Authority has found that the best way to meet ever-changing challenges is by adapting its responses to them. By taking new approaches instead of standing still, the agency will continue to serve the city and its citizens in the best ways possible.



**PEARL BEATTY,**  
Chairperson



**ROBERT NOTTE,**  
Executive Director



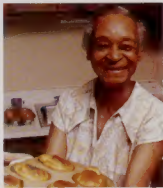


## Housing Management

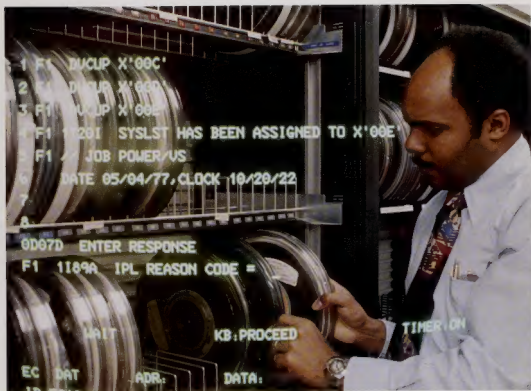
The Authority continually aims to improve its services for residents and at the same time is expanding their role in the management of their own developments. At two of its older projects, Stella Wright and Columbus Homes, residents participate in the selection of new tenants, collection of rents, key maintenance efforts and other aspects of management which, until the Authority's resident-management program was initiated, were handled by the Authority alone.

The Authority remains as housing manager in some other complexes, but is varying this traditional approach at the recently-built James C. White Manor for the elderly by using an experienced private management firm.

To facilitate essential tenant services, the Authority has opened a centrally located office at 560 Broad Street where relocation, rent collection, tenant selection and family services have been installed. The concentration of these services in one office, readily reached by public transportation, is expected to result in savings in time, improved relations with residents and expanded services.



Top, Tenant selection office at 560 Broad Street.  
Left, James C. White Manor. Right, Resident of James C. White.



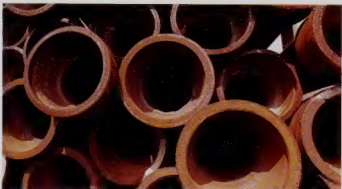
### A New Construction Approach

Recognizing the need for a new construction approach in certain housing and development activities, the Authority has formed an in-house construction unit capable of handling specific construction projects from start to finish.

The department's activities have centered around the rehabilitation of the Stella Wright, Columbus and Scudder housing projects. In the future, it will renovate a number of units in the James Street Preservation area off Washington Park.

Results of the department's work so far have shown much better control, greater flexibility and reduced costs. The Authority is continuing to use private contractors, supplementing their work on certain projects in a way that will benefit its programs.

The Authority's professional staff enables the new department to operate smoothly. This staff includes highly experienced administrators, engineers, architects, lawyers, accountants and other specialists.



Left, Computerized information stored for easy access. Top, Landscape architect designing grounds for Stella Wright Homes. Bottom, Construction material ready for use.



## Housing Development

Despite a marked cutback in federal funds available for housing development in recent years, the Authority is moving ahead with a program to provide needed new housing in the City.

Resourceful financing for a projected 10-story building for the elderly off Franklin Avenue will make use of Section 8 of the Housing and Community Development Act of 1974. Additional funding is being obtained through the Authority's own bonding capacity.

Section 8 also is being used in tandem with the Authority's own bonding resources to finance construction of a 135-unit garden apartment complex between 17th and 18th Avenues, east of Hunterdon Street. The family housing complex is being built by the Turnkey method, in which the responsibility for construction is in the hands of a private developer, until he turns it over to the Authority upon completion.

Construction scheduled in 1977 includes some scatter-site units, which are designed to buttress still healthy neighborhoods in all quarters of the City.

A number of housing complexes were under construction or were completed in the City during 1976, including such projects as the 422-unit To-Sault town house project and Central Ward Continued Progress apartments. Although these and other projects were under private or community organization sponsorship, the Authority participated initially to make land available and, in some cases, helped developers through preparation and planning phases.

Presently, the Authority is entering the rehabilitation field, with responsibility for renovation of several houses in the recently designated



James Street Historic Preservation area. It is examining further rehabilitation work on some fifteen other homes under a HUD program designed for this purpose. For its work on James Street, the Authority will use its own in-house construction unit which is described in another section of this report.

Left, A view of James Street Historic Preservation Area. Top, Robert Nolle and Congressman Peter W. Rodino, Jr., at groundbreaking for Franklin Avenue elderly apartments. Middle and bottom, views of To-Sault townhouse complex.



## Community Development Program

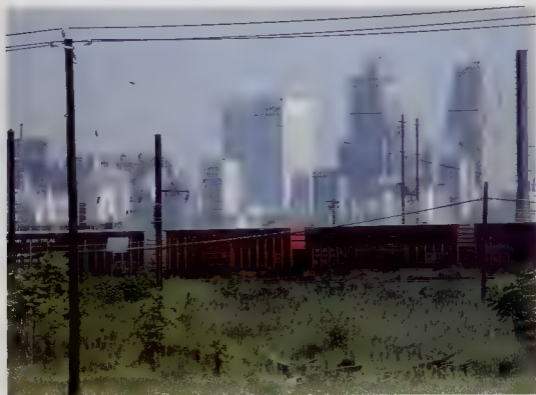
In order to plan, coordinate and direct the implementation of all redevelopment activities in Newark, Mayor Kenneth A. Gibson formed a Development Team composed of members of all the significant agencies working in this area. Members of the Development Team represent the Newark Redevelopment and Housing Authority, the Newark Economic Development Corporation, the Housing Development and Rehabilitation Corporation, the Mayor's Policy and Development Office, Office of Transportation, City Engineer, Corporation Counsel and the Greater Newark Chamber of Commerce.

The Authority, which has been designated as the Redevelopment entity in the City, participates in the Community Development Program by acquiring properties in selected neighborhoods, helping residents to relocate and working with potential developers. An important role in this federally-funded program, which is designed to rescue deteriorating neighborhoods, is also being taken by the office of Mayor Kenneth A. Gibson. During 1976, the program moved into second and third-year phases in preparation for the construction of low-rise, low-density housing units. Four areas of the city will receive these units under the program: the Elizabeth Avenue-Valley area, Vailsburg, the Central Ward and the North Ward. In addition to housing, the program will prepare a number of vest pocket parks within these areas.

The Authority's most recent community development activities have been concentrated in the North Ward, where it is working with St. Lucy's Church toward the redevelopment of a neighborhood east of Clifton Avenue.



Left, Sacred Heart Cathedral, a landmark in the North Ward. Top, Neighborhood near St. Lucy's Church. Bottom, Homes in Vailsburg.



## Industrial Development

A number of important advances were made in the Authority's program to develop the Industrial Meadowlands or R-121, as it is officially designated. This area with its superb transportation facilities, labor availability and open lands is of great potential economic value to Newark. Of immediate significance were the expansion activities of such industries as Federal Pacific Electric, Pfister Chemical, Farmers Market and Ideco Toy Corporation. Ideco's addition covers 400,000 square feet bringing its total plant area to 1 million square feet. New facilities were started or built by Riteway Auto, Newark Testing Laboratories and Welding and Cutting Equipment Company.



Another important advance was made with a \$1.9 million federal grant for site improvement of a 16-acre tract in the Meadowlands. The City's contribution to preparation of this tract will bring the total to \$2.73 million. The Authority is working to gain HUD commitment for further land stabilization in the Meadowlands.

Of longer range importance is the Authority's marketing program, which is active in several directions. It has gained the cooperation of the Newark Economic Development Corporation to serve as its marketing arm. This joint city-business community agency has been successful in stimulating development in a number of commercial areas of the city and is well qualified for this role. The completion of the comprehensive marketing survey by A.D. Little, Inc., of Cambridge, Massachusetts, has produced practical guidelines for a marketing program. Another study of the peripheral area around Newark International Airport points to the immense economic value of the Meadowlands and the need for the city to improve the area's infrastructure of roads and utilities. An offer of commissions to industrial real estate brokers for the development of Authority-controlled tracts represents a useful new link with the business community in the marketing of the land.



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## Commercial Development

The Authority's role in the redevelopment of important downtown areas of the City has been substantial over the years. By working with major business organizations to secure tax abatement advantages available under the Fox-Lance Law, the Authority played a key part in the construction of a number of impressive corporate headquarters or office complexes. These have served as a continuing stimulus to the vitality of the downtown area.

More recently the Authority has turned to other commercial areas to redevelop valuable properties. In the Courthouse area, a major bank branch neared completion during 1976 and construction began on a new electrical supply warehouse-showroom. On a large tract at Avon and Belmont Avenues, land has been prepared for a major shopping development that will serve the growing residential community in that area. On this tract, as in other areas of the City, the Authority has closely coordinated its efforts with the Newark Economic Development Corporation.



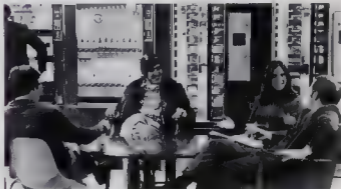
Left: Power transmission tower, One of the new towers serving Newark Park. Newark's new Business District, with First Jersey's new elevated parking garage in the Midway Park. Right: New branch of First Jersey Bank.



## Education

The Authority has participated in the rapid growth of this city's two universities and three colleges in its role as the administrator of the urban renewal program. These schools now comprise the education center of the state, and include Rutgers University, New Jersey Institute of Technology, Seton Hall University School of Law, New Jersey College of Medicine and Dentistry and Essex County College.

The year saw the opening of Seton Hall's Law School, further construction at the College of Medicine and Dentistry, the opening of Essex County College's vast megastructure and at Rutgers University, construction of an addition to Dana Library and a new physical education facility on Washington Street.



## Board of Commissioners



**Pearl Beatty**  
Commissioner and Chairperson



**James M.**  
[Name obscured]



**Milard E. Terrell**  
Commissioner



**Peter [Name obscured]**  
Commissioner



**Carolyn Perry**  
Commissioner



**Rudolph F. Novotny**  
Commissioner

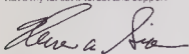


**Robert Nolle**  
Executive Director

### **A Letter from Mayor Gibson**

Some very concrete progress has already been made and is continuing in Newark, and one of the primary factors behind it is cooperation. The rehabilitation of a great city is a tremendous effort, one that requires many different people and many different organizations pulling together. We have been getting this team effort in the City to a remarkable degree. It has paid off in the creation of many useful programs and in the construction of many new homes and facilities which will help Newark toward a bright future.

I have the highest regard for the role of the Newark Redevelopment and Housing Authority in this cooperative effort. It has been in a leadership position in many areas and has always worked effectively with other institutions. Its work will continue to have my fullest interest and support.



**Kenneth A. Gibson**  
Mayor



## **Systems Development**

A number of data systems designed to improve efficiency and save time were completed or refined during 1976. They include the following:

### **Maintenance Services Request System**

This is a system that is being tested at one public housing complex before it is fully implemented. This system processes maintenance requests through the Authority's computers, thus allowing management to establish schedules, maintain control and measure productivity and performance of maintenance staff. It maintains an historical record of maintenance and materials used at an entire complex, individual buildings, or individual apartments. Via this system, duplicate requests for the same work are eliminated, which is an important factor in increasing productivity.

### **Rent Collection System**

This is a fully automated system of collecting and recording rents paid by public housing residents. This system has replaced the cash-based, pay-over-the-counter method formerly used at each project. Under the new system, statements are sent to residents, who may pay by check or money order. All payments go to the

Authority's Central Rent Collection office at 560 Broad Street. The system has resulted in quicker processing of payments, more reliable posting and it permits the Authority more quickly to correct irregularities in payments.

### **Construction, Planning and Control System (CONPACS)**

CONPACS is a system, based on similar systems in private industry, which organizes material, labor and equipment requirements for the Authority's construction and rehabilitation projects. It sets up a plan to bring these together in accordance with a construction schedule and it controls factors that could interfere with the construction process. CONPACS is an integral part of the Authority's in-house construction operation.

### **Two Financial Systems: Cash Management and Accounts Payable**

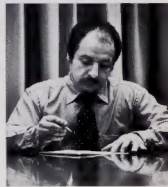
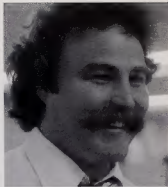
**Accounts Payable** organizes the payment of invoices, taking account of such factors as the Authority's current cash situation and discounts available.

**Cash Management** provides an analysis of the Authority's current cash flow position.

**Funds Available for Expenditures  
Fiscal Year 1977 - 78**

<b>Allocations</b>		MILLIONS	0	5	10	15	20	25	30
Low-Income housing Operating Budget	\$25,929,800								
Modernization-Capital Improvement	17,890,358								
T.P.P./Special Programs	2,535,359								
Development-Housing Construction	8,931,233								
Housing Assistance—Section 8	350,460								
Leased Housing—Section 23	391,684								
Urban Renewal Community Development	4,420,458								
Urban Renewal	32,395,379								
<b>Total Funds Available</b>	<b>\$92,844,731</b>								

**Some of the members of the Newark Redevelopment and Housing team.**



This Annual Report was published  
by a grant from the U.S. Department  
of Housing and Urban Development